

Order Item Summary

CBS TELEVISION STATIONS



WWJ-TV

| | | | | |
|--|------------------------------|--------------------------------|---------------------------------------|----------------------------|
| Order ID: 54163 | CF NTL-POL | FBD - LBD: 09/21/12 - 09/30/12 | HL#: | Created: 09/19/12 02:15 PM |
| Client: STABENOW FOR SENATE (86235) | CPE: / / 12018 | Agency Commission: 15 % | Updated: KDDAVIS on 09/19/12 04:29 PM | |
| Agency: MEDIA STRATEGIES & RESEARCH | Product: STABENOW EST #12018 | Sell :20:00 | Confirmed: 09/19/12 04:29 PM | |
| Buyer: RACHAEL BEALE | Demo: HHOLDS DMA RTG | Sched. Code: Z | **PRINT REQUIRED** | |
| AE: Maggie McWilliams Pol-GWTS-PH | Billing Int: Monthly | BM: SS | | |
| Share: 0% WXYZ: 0% WDIV: 0% WJBK: 0% WMYD: 0% WKBD: 0% WPXD: 0% WADL: 0% CABLE: 0% | | | | |

NEW ORDER CHG/PH 09/19/12

ok sr 9.19.12

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|---------|-------|----------|----|-----|
| 001 | MEARLY | 1 1 1 1 1 0 0 | MORN | 30 | | | | 0.0 | \$25.00 | 5 | \$125.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/24/12 | 09/28/12 | 5 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 002 | MCBSSAT | 0 0 0 0 0 1 0 | MORN | 30 | | | | 0.0 | \$150.00 | 1 | \$150.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/29/12 | 09/29/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 003 | DPRICE | 1 0 1 0 0 0 0 | DAY | 30 | | | | 0.0 | \$225.00 | 2 | \$450.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/24/12 | 09/26/12 | 2 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 004 | DSOAPS02 | 0 0 0 1 0 0 0 | SOAP | 30 | | | | 0.0 | \$150.00 | 1 | \$150.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/27/12 | 09/27/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|---------|-------|----------|----|-----|
| 005 | ERACHAEL | 0 1 0 1 0 0 0 | EFG | 30 | | | | 0.0 | \$75.00 | 2 | \$150.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/25/12 | 09/27/12 | 2 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 006 | EPHIL5P | 1 0 1 0 1 0 0 | EFG1 | 30 | | | | 0.0 | \$125.00 | 3 | \$375.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/24/12 | 09/28/12 | 3 | | | | | | | | | | |

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CBS TELEVISION STATIONS



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| Client: STABENOW FOR SENATE (86235) | CPE: / / 12018 | Agency Commission: 15 % | Updated: KDDAVIS on 09/19/12 04:29 PM | |
| Agency: MEDIA STRATEGIES & RESEARCH | Product: STABENOW EST #12018 | Self :20:00 | Confirmed: 09/19/12 04:29 PM | |
| Buyer: RACHAEL BEALE | Demo: HHOLDS DMA RTG | Sched. Code: Z | **PRINT REQUIRED** | |
| AE: Maggie McWilliams Pol-GWTS-PH | Billing Int: Monthly | BM: SS | | |
| Share: 0% | WXYZ: 0% | WDIV: 0% | WJBK: 0% | WMYD: 0% |
| | WKBD: 0% | WPXD: 0% | WADL: 0% | CABLE: 0% |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Sell Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 007 | NCBSEVMF1 | 0 1 0 0 0 0 0 | NEWS | 30 | | | | 0.0 | \$700.00 | 1 | \$700.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/25/12 | 09/25/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Sell Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 008 | EINSIDER | 1 0 0 0 0 0 0 | EFG1 | 30 | | | | 0.0 | \$125.00 | 1 | \$125.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/24/12 | 09/24/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Sell Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|--|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 009 | 19:00 - 19:30 | 0 1 0 1 0 0 0 | ACC | 30 | | | | 0.0 | \$400.00 | 2 | \$800.00 | | |
| | LUR; TO RUN IN FAMILY FEUD 7:00P-7:30P | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/25/12 | 09/27/12 | 2 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Sell Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|--|---------------|---------------|-----|----|---------|------------|--------|----------|-------|----------|----|-----|
| 010 | 19:30 - 20:00 | 0 0 1 0 1 0 0 | ACC | 30 | | | | 0.0 | \$400.00 | 2 | \$800.00 | | |
| | LUR; TO RUN IN FAMILY FEUD 7:30P-8:00P | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/26/12 | 09/28/12 | 2 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Sell Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 011 | PBROKE*M&M | 1 0 0 0 0 0 0 | REGP | 30 | | | | 0.0 | \$4,000.00 | 1 | \$4,000.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/24/12 | 09/24/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Sell Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 012 | PNAVY | 0 1 0 0 0 0 0 | REGP | 30 | | | | 0.0 | \$3,500.00 | 1 | \$3,500.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/25/12 | 09/25/12 | 1 | | | | | | | | | | |

Order Item Summary

CBS TELEVISION
STATIONS

WWJ-TV

Order ID: 54163 CF NTL-POL FBD - LBD: 09/21/12 - 09/30/12 HL#: Created: 09/19/12 02:15 PM

Client: STABENOW FOR SENATE (86235) CPE: // 12018 Agency Commission: 15 % Updated: KDDAVIS on 09/19/12 04:29 PM

Agency: MEDIA STRATEGIES & RESEARCH Product: STABENOW EST #12018 Self :20:00 Confirmed: 09/19/12 04:29 PM

Buyer: RACHAEL BEALE Demo: HHOLDS DMA RTG Sched. Code: Z **PRINT REQUIRED**

AE: Maggie McWilliams Pol-GWTS-PH Billing Int: Monthly BM: SS

Share: 0% WXYZ: 0% WDIV: 0% WJBK: 0% WMYD: 0% WKBD: 0% WPXD: 0% WADL: 0% CABLE: 0%

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 013 | PCRIMINAL | 0 0 1 0 0 0 0 | REGP | 30 | | | | 0.0 | \$3,500.00 | 1 | \$3,500.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/26/12 | 09/26/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|--------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 014 | PBANG*2MENTH | 0 0 0 1 0 0 0 | REGP | 30 | | | | 0.0 | \$4,000.00 | 1 | \$4,000.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/27/12 | 09/27/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|---------------|----|---------|------------|--------|------------|-------|------------|----|-----|
| 015 | PELEMENT | 0 0 0 1 0 0 0 | REGP | 30 | | | | 0.0 | \$2,500.00 | 1 | \$2,500.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 17</u> | <u>Sep 24</u> | | | | | | | | | |
| | 09/21/12 | 09/28/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 016 | PCSINYFRI1 | 0 0 0 0 1 0 0 | REGP | 30 | | | | 0.0 | \$2,000.00 | 1 | \$2,000.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/28/12 | 09/28/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 017 | PBLOODS | 0 0 0 0 1 0 0 | REGP | 30 | | | | 0.0 | \$2,500.00 | 1 | \$2,500.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/28/12 | 09/28/12 | 1 | | | | | | | | | | |

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Self Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 018 | P48HRSA3 | 0 0 0 0 0 1 0 | REGP | 30 | | | | 0.0 | \$1,000.00 | 1 | \$1,000.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/29/12 | 09/29/12 | 1 | | | | | | | | | | |

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 Share: 0% WXYZ: 0% WDIV: 0% WJBK: 0% WMYD: 0% WKBD: 0% WPXD: 0% WADL: 0% CABLE: 0%

| Item | Time Class | Eligible Days | Break Type | Dur | SC | Sell Pr | Sales Catg | HHOLDS | Rate | Spots | Total | NR | A/G |
|------|------------|---------------|---------------|-----|----|---------|------------|--------|------------|-------|------------|----|-----|
| 019 | PRACESUN | 0 0 0 0 0 0 1 | REGP | 30 | | | | 0.0 | \$3,000.00 | 1 | \$3,000.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/30/12 | 09/30/12 | 1 | | | | | | | | | | |
| 020 | PWIFESUN2 | 0 0 0 0 0 0 1 | REGP | 30 | | | | 0.0 | \$3,000.00 | 1 | \$3,000.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/30/12 | 09/30/12 | 1 | | | | | | | | | | |
| 021 | LFORECAST | 0 1 0 0 0 0 0 | WEA | 30 | | | | 0.0 | \$1,500.00 | 1 | \$1,500.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/25/12 | 09/25/12 | 1 | | | | | | | | | | |
| 022 | L2.5MEN | 0 1 0 0 1 0 0 | LFG | 30 | | | | 0.0 | \$475.00 | 2 | \$950.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/25/12 | 09/28/12 | 2 | | | | | | | | | | |
| 023 | LLETTER02 | 1 0 0 0 0 0 0 | LETT | 30 | | | | 0.0 | \$225.00 | 1 | \$225.00 | | |
| | LUR | | | | | | | | | | | | |
| | <u>FBD</u> | <u>LBD</u> | <u>Sep 24</u> | | | | | | | | | | |
| | 09/24/12 | 09/24/12 | 1 | | | | | | | | | | |

Order Totals

| Order Section | Confirmed Quantity | Revised Quantity | Confirmed Total | | Revised Total | |
|---------------------|--------------------|------------------|-----------------|-------------|---------------|---------|
| | | | Gross Amt | Net Amt | Gross Amt | Net Amt |
| Spot Buy Lines | 34 | 0 | \$35,500.00 | \$30,175.00 | \$0.00 | \$0.00 |
| Installments | 0 | 0 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| Ancillary Buy Lines | 0 | 0 | \$0.00 | \$0.00 | \$0.00 | \$0.00 |

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| Share: 0% | WXYZ: 0% | WDIV: 0% | WJBK: 0% | WMYD: 0% |
| | | WKBD: 0% | WPXD: 0% | WADL: 0% |
| | | | | CABLE: 0% |

| | | | | |
|---------------|-------------|-------------|--------|--------|
| Order Totals: | \$35,500.00 | \$30,175.00 | \$0.00 | \$0.00 |
|---------------|-------------|-------------|--------|--------|